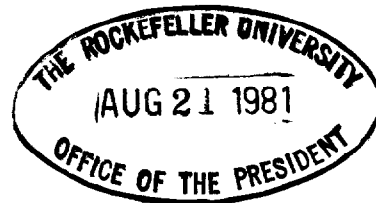


Studies in the Creative Process



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August 18, 1981

President Joshua Lederberg
The Rockefeller University
1230 York Avenue at 66th Street
New York, New York 10021

Dear Josh:

I finally located that reference you asked about, i.e., on role swapping. It is the following:

Hooland, C. I.; Janis, I. L.; Kelley, H. H. Communication and Persuasion. New Haven: Yale University Press, 1953.

Pages 215-237 on role playing and opinion change seem pertinent to your interest. I hope you will find this of help.

With best personal wishes.

Sincerely, .

A handwritten signature in cursive script that reads "Albert".

Albert Rothenberg, M.D.

AR:fs

P. S. Irving Janis may have more up to date research on this topic. You may want to write to him at the Psychology Department at Yale. Or else, I would be glad to contact him for you if you let me know what you might want. A. R.